

APPENDIX 2C

## News Release

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# News Release

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## Chula Vista Bayfront Master Plan, Port Chairman Selected for Planning Awards

**(May 6, 2005—San Diego)** The Chula Vista Bayfront Master Plan has been selected to receive the Education Project Award from the San Diego Chapter of the American Planning Association (SDAPA) for successful public outreach. The project was selected for this award for a public outreach program that thoroughly educated and informed stakeholders and achieved maximum public participation during Phase I of the Bayfront Master Plan, in which the project's land use plan was developed. The public outreach program included the use of a diverse Citizens Advisory Committee, public meetings, a special task Working Group to study the South Bay Power Plant; and a variety of informational materials and communication strategies to advance the land use plan. The land use plan, approved by the Board of Port Commissioners and Chula Vista City Council in May 2004, was endorsed by project stakeholders representing a variety of interests including business, the environment, developers and organized labor. The public outreach plan for the land use plan was developed and implemented by a team of participants that include the Port of San Diego, City of Chula Vista, developer Pacifica Companies, design consultants Carrier Johnson, Cooper Robertson & Partners and SWA Group; and public affairs consultants Wade Communications and Katz & Associates.

Chairman William A. Hall of the Board of Port Commissioners said, "This team has moved an outstanding project forward in a truly transparent and inclusive manner. I am proud of the exceptional professionalism and diligence they showed throughout this process."

The project nomination will next compete for a California Chapter APA (CCAPA) Award along with other Chapter Award winners from across the state.

Chairman Hall has been selected by the SDAPA for the Distinguished Leadership Award – Appointed Official for his numerous contributions to the community during his eight years of public service in a variety of leadership roles including Chairman of the Board of Port Commissioners, President of the Chula Vista Chamber of Commerce, and board member for numerous civic and government organizations. Chairman Hall has spearheaded several major public projects, most recently the Chula Vista Bayfront Master Plan, using his leadership and consensus building skills to garner support from diverse interest groups, private parties and public agencies.

The Port of San Diego was formed 42 years ago by an act of the California state legislature to take a regional approach to managing San Diego Bay and its waterfront. The Port's member cities are Chula Vista, Coronado, Imperial Beach, National City and Coronado. Today the Port carries out its mission by serving as an environmental steward for San Diego Bay, an economic engine for the region, a provider of community services and amenities such as public art, parks, and community events that open the waterfront to everyone; and a leader in public safety and homeland security.

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